



U.S. ENVIRONMENTAL PROTECTION AGENCY
 Office of Pesticide Programs
 Antimicrobials Division (7510P)
 1200 Pennsylvania Ave., N.W.
 Washington, D.C. 20460

EPA Reg. Number:

5813-125

Date of Issuance:

6/5/20

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

Simple

Name and Address of Registrant (include ZIP Code):

The Clorox Company
 c/o PS&RC; P.O. Box 493
 Pleasanton, CA 94566

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.
2. The data requirements for storage stability and corrosion characteristics (Guidelines 830.6317 and 830.6320) are not satisfied. A one year study is required to satisfy these data requirements. You have 18 months from the date of registration to provide these data.

Signature of Approving Official:

Demson Fuller, Product Manager 32
 Regulatory Management Branch I
 Antimicrobials Division (7510P)

Date:

6/5/20

3. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 5813-125.”
4. Submit one copy of the revised final printed label for the record before you release the product for shipment.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 12/18/2019

If you have any questions, please contact Wanda Henson by phone at (703) 308-6345, or via email at henson.wanda@epa.gov

Sincerely,



Demson Fuller, Product Manager 32
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure

Label identification

Simple, EPA Reg. No. 5813-*to be assigned*

RC606012

13:15 5/28/20

ACCEPTED
06/05/2020
Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No. 5813-125

Formatting notes (applicable for all claims)

Now[!] -and/or- **New[ly][!]** -and/or- **Improved[!]** may be added anywhere to a claim and will only be used for the first 6 months of product on shelf.

Optional text may be placed anywhere on the label -and/or- container.

Bold, italicized text is information for the reader and is not part of the label.

Bracketed information is optional text.

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&". Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

All directions may be written in numbered form or in paragraph form.

All use surfaces and/or use sites on the label may be listed in conjunction with an image of the use surface and/or use site.

Highlighted text is new. Strike-through text means removed.

Simple

KEEP OUT OF REACH OF CHILDREN WARNING

See back panel for first aid statements

ACTIVE INGREDIENT:	
Sodium hypochlorite	3.65%
OTHER INGREDIENTS:	96.35%
TOTAL:	100.00%

(Yields 3.47% available chlorine)

Contains no phosphorus

Net Contents _____

PRECAUTIONARY STATEMENTS**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

WARNING: Causes substantial but temporary eye injury. Do not get in eyes, or on clothing. Wear safety glasses. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

FIRST AID: IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. Clorox Information Line: 1-800-227-1860.

For containers less than 5 gallons

ENVIRONMENTAL HAZARDS: This product is toxic to fish, aquatic invertebrates, oysters and shrimp.

PHYSICAL OR CHEMICAL HAZARDS: This product contains a strong oxidizer. Flush drains before and after use. Do not use or mix with other [household] chemicals, such as toilet bowl cleaners, rust removers, acid or ammonia containing products. To do so will release hazardous gases. Prolonged contact with metal may cause pitting or discoloration.

STRONG OXIDIZING AGENT. Keep away from heat or flame. Mix only with water.

Company Information

Satisfaction Guaranteed! At Clorox, we have prided ourselves in making consistent quality bleach for [over -or- more than] 100 -or- **insert number** years, and we are dedicated to ensuring your total satisfaction with our product. If you are not completely satisfied, please call the number below.

QUESTIONS OR COMMENTS? -or- SUGGESTIONS?

Please call (800) 292-2200 -or- (800) **insert number** or write us at:
Clorox Consumer Services, P.O. Box 24305, Oakland, CA 94623.

Household Cleaning Questions? The experts at Clorox are standing by to answer any of your laundry or household cleaning questions. Visit us at www.clorox.com.
For SDS information, go to www.clorox.com.

Mfd. for & © YYYY The Clorox Company,
1221 Broadway, Oakland, CA 94612
[and Dist. by & © XXXX Clorox Commercial Company,
[Ave. Chardon, #350, Torre Chardon, Suite 1155,] San Juan, PR 00918]
Made in [the] U.S.A. -or- Made in Puerto Rico
Printed in [the] U.S.A. -or- Printed in Puerto Rico
For more [product -and/or- ingredient] information, visit IngredientsInside.com -or- www.smartlabel.org.

For [a] Spanish translation of product directions -or- instructions -or- information, visit www.clorox.com.

“Clorox” is a registered trademark of The Clorox Company.
Bottle shape is a registered trademark of The Clorox Company.

EPA Reg. No. 5813-*to be assigned*
EPA Est. No. 5813-CA-3 (A8), CA-6 (TPP), GA-1 (A4), GA-2 (VG), IL-2 (VF), MD-2 (E6), TX-1 (A5); 71681-IL-1 (03), IL-2 (24)
Beginning of batch code indicates Est. No.

Patents: www.thecloroxcompany.com/patents/

For additional information regarding Clorox training tools and dispensing systems, please call 1-800-685-9128 -or- **insert number**.

Optional graphics; May be placed anywhere on label



DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

HOUSEHOLD USE

Household Disinfection Use Directions:

Preclean to remove visible soils. Use 1 cup of this product in -or- per one -or- 1 gal[lon] of water ([of] up to 100 ppm hardness). Let stand for 5 min[utes]. Rinse [thoroughly] and air dry. **Must add the following if Canine parvovirus -and/or- Feline parvovirus on label** To kill Canine parvovirus and Feline parvovirus let stand for 10 min[utes]. **Must add the following if Aspergillus brasiliensis -and/or- Candida albicans -and/or- Trichophyton interdigitale on label** To disinfect kill fungi, use 1 cup mL of this product in -or- per 1/2 gal[lon] of water ([of] up to 100 ppm hardness). Let stand for 5 min[utes]. Rinse [thoroughly] and air dry.

To Disinfect Floors, Walls And Showers: For hard, nonporous surfaces such as vinyl -and/or- glazed ceramic tile, pre-clean surfaces to remove visibly soiled surfaces. Wet surfaces thoroughly with sponge or mop using a bleach solution containing 1 cup bleach per gal[lon] of water ([of] up to 100 ppm hardness). Allow solution to remain on the surface for 5 min[utes]. Rinse[, let dry]. **Must add the following if Canine parvovirus -and/or-Feline parvovirus on label** To disinfect kill Canine parvovirus and Feline parvovirus let stand for 10 min[utes]. **Must add the following if Aspergillus brasiliensis -and/or- Candida albicans -and/or- Trichophyton interdigitale on label** To kill fungi, use 1 cup of this product in -or- per 1/2 gal[lon] of water ([of] up to 100 ppm hardness). Allow solution to remain on surface for 5 min[utes]. Rinse[, let dry].

To Disinfect Work Surfaces: [(not utensils)]: After each use, scrub thoroughly with hot suds; rinse with clear, cold water. Then prepare a disinfecting solution of 1 cup this product to each gal[lon] of water ([of] up to 100 ppm hardness). Apply with sponge this solution for 5 min[utes]. Rinse with potable water. Air dry. **Must add the following if Canine parvovirus -and/or- Feline parvovirus on label** To kill Canine parvovirus and Feline parvovirus let stand for 10 min[utes]. **Must add the following if Aspergillus brasiliensis -and/or- Candida albicans -and/or- Trichophyton interdigitale on label** To kill fungi, use 1 cup of this product in -or- per 1/2 gal[lon] of water ([of] up to 100 ppm hardness). Apply solution with a sponge, let stand for 5 min[utes]. Rinse [with potable water.] [thoroughly.] Air dry.

To Disinfect Hard, Nonporous Floors: [(plastic -and/or- glazed ceramic tile)]: [Preclean to remove visible soils.] Mix 1 cup this product per gal[lon] of water ([of] up to 100 ppm hardness). Mop or scrub. (Do not use on cork or linoleum.) Let stand 5 min[utes]. Rinse. **Must add the following if Canine parvovirus -and/or- Feline parvovirus on label** To kill Canine parvovirus and Feline parvovirus, let stand for 10 min[utes]. **Must add the following if Aspergillus brasiliensis -and/or- Candida albicans -and/or- Trichophyton interdigitale on label** To kill fungi, use 1 cup of this product in -or- per 1/2 gal[lon] of water ([of] up to 100 ppm hardness). Let stand for 5 min[utes]. Rinse and air dry.

Laundry Cleaning -and/or- Stain Removal [Use]: Sort laundry by color. Add 1 cup of this product and detergent to wash water, or 1 1/2 cups of this product for extra large washer -or- heavily soiled loads. [For H[igh] E[fficiency] [Machines], add to max[imum] line -or- level [in dispenser].] Add laundry.

To kill TB -or- Mycobacterium bovis: Preclean surface prior to disinfection. Add 1 part bleach to 3.5 parts water ([of] up to 100 ppm hardness) to achieve a 1:4.5 dilution (7,700 ppm available chlorine) before use. Apply 1:4.5 solution and let stand for 10 min[utes] at room temperature (20°C -or- 68°F). Rinse and air dry. Prepare fresh solution daily.

Special Instructions for Use Against HIV-1 and Ebola Virus

This product kills HIV-1 and Ebola virus on precleaned hard, nonporous surfaces/objects previously soiled with blood/body fluids in health care settings (e.g. hospitals, nursing homes) or other settings in which there is an expected likelihood of soiling of hard, nonporous surfaces/objects with blood or body fluids, and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus Type 1 (HIV-1) [(associated with AIDS)] and Ebola Virus.

Special Instructions To Clean and Decontaminate Against HIV and Ebola Virus on Surfaces/Objects Soiled with Blood/Body Fluids

Personal Protection: When handling items soiled with blood or body fluids, use disposable latex gloves, gowns, masks, and eye coverings.

Cleaning Procedure: Blood and other body fluids must be thoroughly cleaned from surfaces and other objects before applying this product.

Dilution and Contact time: Prepare a solution of 1 cup in 1 gal[lon] of water([of] up to 100 ppm hardness) and spray or flood surface; let stand 5 min[utes].

Disposal of infectious materials: Use disposable latex gloves, gowns, masks, and eye coverings. Blood and other body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

HOUSEHOLD SANITIZATION USE DIRECTIONS

To Sanitize Food Contact Work Surfaces: After each use, scrub thoroughly with hot suds; rinse with clear, cold water. Then prepare a sanitizing solution of 2 Tablespoons -or- Tbsp of this product to each gal[lon] of water ([of] up to 100 ppm hardness) . Apply with sponge this solution for 2 min[utes]. Air dry.

To Sanitize Refrigerators: First wash inside surfaces. Then wipe with solution of 2 Tablespoons -or- Tbsp this product to each gal[lon] of warm water ([of] up to 100 ppm hardness) . Let stand for [at least] 2 min[ute]. Air dry. (Do not use on steel, aluminum, silver, or chipped enamel.)

To Sanitize Brushes^o, Mops^o & Brooms^o: After using brushes, mops and brooms, wash thoroughly; then soak for 5 min[utes] in solution of 1 cup -and/or- 240 mL this product to 1 gal[lon] of warm water ([of] up to 100 ppm hardness) . Rinse with clear water; dry. (Not recommended for cellulose sponge mops.)

To Sanitize Pails and Dustpans: Remove visible dirt prior to cleaning. Wash with solution prepared by thoroughly mixing 1 cup -and/or- 240 mL this product with 3/4 gal[lon] water ([of] up to 100 ppm hardness) . Soak pails and dustpans; let stand 2 min[utes]. Rinse with clear, cold water. Air dry.

To [Deodorize and] Sanitize Garbage Cans/Diaper Pails: Preclean garbage can -and/or- diaper pail with a cleaning product prior to sanitization. Rinse with water and drain. Pour in 1 cup -and/or- 240 mL this product to 3/4 gal[lon] of water ([of] up to 100 ppm hardness) . Mix. Let stand [at least] 2 min[utes]. Rinse and air dry.

Laundry [Stain Removal] Use: Sort laundry by color. Add 1 cup -and/or- 240 mL of this product and detergent to wash water, or 1 1/2 cups -and/or- 360 mL of this product for extra large washer -or- heavily soiled loads. [For H[igh] E[fficiency] [Machines], add to max[imum] line -or- level [in dispenser].] Add laundry.

To Deodorize Drain Pipes: Flush with very hot water followed by 1 cup -and/or- 240 mL of this product. Wait 5 min[utes]; flush out with clear water.

THIS PRODUCT HOUSEHOLD HINTS

HOUSEHOLD HINT

[To] Clean[ing] Flower Pots and Planters

Cleaning flower containers helps prevent the transfer of molds and diseases from old plants to new ones. Wash and [thoroughly] rinse pots and planters. Soak 2 min[utes] in a solution of 3/4 cup -and/or- 180 mL this product to one -or- 1 gal[lon] of water, then rinse.

HOUSEHOLD HINT

Disinfecting and Cleaning Mold and Mildew

Mold and mildew in the bathroom can be removed easily and effectively using this product. Preclean visibly soiled surfaces. Wipe down surfaces using a solution of 1 cup in 1/2 gal[lon] of warm water ([of] up to 100 ppm hardness). Keep surface wet [at least] 5 min[utes]; then rinse thoroughly and wipe dry. Repeat, if necessary, on stubborn stains.

HOUSEHOLD HINT

Deodorizing Cat's Litter Box

Unpleasant cat box odors can be eliminated when this product is used to kill odor-causing germs. Wash litter box with sudsy water and rinse. Then wipe with a solution of 1 cup this product per 3/4 gal[lon] of water ([of] up to 100 ppm hardness). Let solution stand 2 min[utes] before rinsing thoroughly.

HOUSEHOLD HINT

Disinfecting Baby Furniture and Toys

Enameled cribs, changing tables and high chairs, plastic mattress covers and bumpers are disinfected easily with this product. Plus, this product kills 99.9% of common household germs^[†], including those that cause odors. This product leaves baby's room clean and fresh smelling. Disinfect with a solution of 1 cup this product in one -or- 1 gal[lon] of water ([of] up to 100 ppm hardness). Let stand 5 min[utes]. Rinse and [air] dry.

HOUSEHOLD HINT

Eliminating Garbage Can Odors

This product can deodorize and sanitize your garbage cans by killing the bacteria that cause odors. Wash garbage cans with soapy water and rinse. Then to deodorize and sanitize, swish a solution of 1 cup this product per 3/4 gal[lon] of water ([of] up to 100 ppm hardness) over the inside of the can. Let the solution stand 5 min[utes] before rinsing.

HOUSEHOLD HINT

Keep[ing] Cut Flowers Fresh Longer

Fresh cut flowers will stay beautiful longer if you add 1 teaspoon -or- tsp this product to each quart of cold water. This product can also be used to remove flower vase stains and odors. Wash the vase thoroughly and then fill with a solution of 1 cup this product to one -or- 1 gal[lon] water. Let stand 5 min[utes] before rinsing.

optional label statements

Do not allow undiluted product to come in contact with any fabric. (If it does, rinse out immediately with clear, cold water.)

Do not apply this product with natural sponge.

Do not use this product on non-stainless steel, aluminum, silver, or chipped enamel.

If a metal sprayer is used to apply the this product solution, rinse sprayer thoroughly after use with clear water, and then oil the plunger.

For household products

STORAGE AND DISPOSAL: [This product] degrades with age and exposure to heat and sunlight. Store this product in a cool dry place out of reach of children. Nonrefillable container. Do not reuse or refill this container. Recycle empty container or discard in trash.

Organism Table

Disinfection			
Bacteria	ATCC and/or Strain	Contact Time	Dilution
Bordetella pertussis	[ATCC 12743]	5 min[utes]	1 cup + 1 gal[lon]
Community Associated Methicillin-Resistant Staphylococcus aureus [(CA-MRSA)]	[NARSA NRS123] [Genotype USA400]	5 min[utes]	1 cup + 1 gal[lon]
Enterococcus faecalis	[ATCC 11700]	5 min[utes]	1 cup + 1 gal[lon]
Escherichia coli O157:H7 [(E. coli)]	[ATCC 35150]	5 min[utes]	1 cup + 1 gal[lon]
Extended Spectrum Beta Lactamase producing Escherichia coli [(ESBL producing E. coli)]	[ATCC BAA-196]	5 min[utes]	1 cup + 1 gal[lon]
Legionella pneumophila	[ATCC 33153]	5 min[utes]	1 cup + 1 gal[lon]
Methicillin-resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	5 min[utes]	1 cup + 1 gal[lon]
Multi-drug resistant Acinetobacter baumannii ⁽¹⁾	[ATCC 19606]	5 min[utes]	1 cup + 1 gal[lon]
Pseudomonas aeruginosa	[ATCC 15442]	5 min[utes]	1 cup + 1 gal[lon]
Salmonella enterica [(Salmonella)]	[ATCC 10708]	5 min[utes]	1 cup + 1 gal[lon]
Shigella dysenteriae	[ATCC 11835]	5 min[utes]	1 cup + 1 gal[lon]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	5 min[utes]	1 cup + 1 gal[lon]
Streptococcus pneumoniae [(Strep)]	[ATCC 6305]	5 min[utes]	1 cup + 1 gal[lon]
Streptococcus pyogenes [(Strep)]	[ATCC 19615]	5 min[utes]	1 cup + 1 gal[lon]
Vancomycin-Resistant Enterococcus faecalis [(VRE)]	[ATCC 51575]	5 min[utes]	1 cup + 1 gal[lon]
Mycobacterium			
Mycobacterium bovis [(BCG)] (Tuberculosis -or- TB)		10 min[utes]	1 part bleach + 4 parts water
Fungi			
Aspergillus brasiliensis <i>tested as Aspergillus niger</i>	[ATCC 16404]	5 min[utes]	1 cup + ½ gal[lon]
Candida albicans	[ATCC 10231]	5 min[utes]	1 cup + ½ gal[lon]
Trichophyton interdigitale <i>tested as Trichophyton mentagrophytes</i> [(Athlete's Foot Fungus)]	[ATCC 9533]	5 min[utes]	1 cup + ½ gal[lon]

Viruses Enveloped	ATCC and/or Strain	Contact Time	Dilution
#2009-H1N1 Influenza A Virus [(Novel H1N1)] [(a cause of the flu)]	[Strain A/Mexico/4108/2009 CDC #2009712192]	5 min[utes]	1 cup + 1 gal[lon]
‡,##Ebola Virus	[Strain Zaire-Kikwit]	5 min[utes]	1 cup + 1 gal[lon]
#Herpes Simplex Virus Type 1	[ATCC VR-733] [Strain F(1)]	5 min[utes]	1 cup + 1 gal[lon]
#Herpes Simplex Virus Type 2	[ATCC VR-734] [Strain G]	5 min[utes]	1 cup + 1 gal[lon]
#Human Coronavirus [(a cause of the common cold)]	[ATCC VR-740] [Strain 229E]	5 min[utes]	1 cup + 1 gal[lon]
‡, ##Human Immunodeficiency Virus Type 1 [(HIV-1)]	[Strain HTLV-IIIB]	5 min[utes]	1 cup + 1 gal[lon]
#Influenza A Virus [Influenza A2] [(a cause of the flu)]	[ATCC VR-544] [Strain Hong Kong]	5 min[utes]	1 cup + 1 gal[lon]
#Influenza B Virus [(a cause of the flu)]	[ATCC VR-823] [Strain B/Hong Kong/5/72]	5 min[utes]	1 cup + 1 gal[lon]
#Measles Virus	[ATCC VR-24]	5 min[utes]	1 cup + 1 gal[lon]
#Mumps Virus	[ATCC VR-1438] [Strain Jones]	5 min[utes]	1 cup + 1 gal[lon]
#Parainfluenza Virus [Type 3]	[ATCC VR-93] [Strain C243]	5 min[utes]	1 cup + 1 gal[lon]
#Respiratory Syncytial Virus [(RSV)]	[ATCC VR-26] [Strain Long]	5 min[utes]	1 cup + 1 gal[lon]
#Rubella Virus [(German Measles Virus)]	[ATCC VR-315] [Strain M-33]	5 min[utes]	1 cup + 1 gal[lon]
#Varicella Zoster Virus	[ATCC VR-1367]	5 min[utes]	1 cup + 1 gal[lon]
Viruses Large Non-Enveloped	ATCC and/or Strain	Contact Time	Dilution
#Adenovirus [Type 2] [(a cause of the common cold)]	[ATCC VR-846] [Strain Adenoid 6]	5 min[utes]	1 cup + 1 gal[lon]
#Rotavirus	[Strain WA]	5 min[utes]	1 cup + 1 gal[lon]
Viruses Small Non-Enveloped	ATCC and/or Strain	Contact Time	Dilution
#Canine Parvovirus	[ATCC VR-2017] [Strain Cornell]	10 min[utes]	1 cup + 1 gal[lon]
#Coxsackievirus B3	[ATCC VR-30] [Strain Nancy]	5 min[utes]	1 cup + 1 gal[lon]
#Enterovirus EV-D68	[ATCC VR-561]	5 min[utes]	1 cup + 1 gal[lon]
#Feline Calicivirus (as surrogate for Norovirus)	[ATCC VR-782]	5 min[utes]	1 cup + 1 gal[lon]
#Feline Parvovirus [(Feline panleukopenia Virus)]	[ATCC VR-648]	10 min[utes]	1 cup + 1 gal[lon]
#Hepatitis Type A Virus [(HAV)]	[Strain HM-175]	5 min[utes]	1 cup + 1 gal[lon]
#Murine Norovirus (as surrogate for Norovirus)	[Strain MNV-1.CW1]	5 min[utes]	1 cup + 1 gal[lon]
#Poliovirus [Type 1]	[ATCC VR-1562] [Strain Chat]	5 min[utes]	1 cup + 1 gal[lon]
#Rhinovirus Type 37 [(a cause of the common cold)]	[ATCC VR-1147] [Strain 151-1]	5 min[utes]	1 cup + 1 gal[lon]
Sanitization (food contact)			
Bacteria	ATCC and/or Strain	Contact Time	Dilution
Salmonella enterica <i>tested as Salmonella typhi</i> [serovar Typhi]	[ATCC 6539]	2 min[utes]	2 Tbsp + 1 gal[lon]
Yersinia enterocolitica	[ATCC 23715]	2 min[utes]	2 Tbsp + 1 gal[lon]
Sanitization (non-food contact)			
Bacteria	ATCC and/or Strain	Contact Time	Dilution
Klebsiella pneumoniae	[ATCC 4352]	2 min[utes]	1 cup + ¾ gal[lon]
Staphylococcus aureus	[ATCC 6538]	2 min[utes]	1 cup + ¾ gal[lon]

Antimicrobial Claims

- 3 uses in 1 product: Whitens, Deodorizes and Disinfects
- 5-in-1: cleans, disinfects, whitens, brightens [and] removes odors
- A few surprising uses of bleach -or- **this product** -or- It's amazing what you can use this product for: Disinfecting pet toys -and/or- Areas -and/or- accessories -and/or- nonporous toys [including floors -and/or- kennels -and/or- litter boxes]
- A few surprising uses of bleach -or- **this product** -or- It's amazing what you can use this product for: Sanitizing baby bottles -and/or- sippy cups -and/or- plastic cutting boards -and/or- travel mugs -and/or- pet bowls
- Antimicrobial
- Bactericide
- Bactericidal
- [Cleans &] Sanitizes hard surfaces
- Kills [99.9% of] bacteria -and/or- germs
- [This product] Kill[ing][s] -or- Destroy[ing][s] -or- Remove[ing][s] -or- Wipe[ing][s] away -or- out -or- Get[ting][s] rid of -or- Fight[ing][s] -or- Stop[ing][s] [the] germs -and/or- bacteria -and/or- mold -and/or- mildew -and/or- viruses[‡] [on **insert use surface(s) from Table 1** -and/or- **insert surface materials(s) from Table 3** -and/or- in the -or- your **insert use site(s) from Table 2**] areas] [since 1913 -and/or- for [more than -or- over] 100[+] years]]
- [This product] Clean[ing][s] -and/or- Sanitize[ing][s] [on **insert use surface(s) from Table 1** -and/or- **insert surface materials(s) from Table 3** -and/or- in your -or- the **insert use site(s) from Table 2**] [areas] -and/or- since 1913 -and/or- for [more than -or- over] 100[+] years]
- [This product] Clean[ing][s] -and/or- disinfect[ing][s] your **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- the -or- your **insert use site(s) from Table 2** -and/or- since 1913 -and/or- for [more than -or- over] 100[+] years]]
- [This product] Kill[ing][s] -or- Destroy[ing][s] -or- Remove[ing][s] -or- Wipe[ing][s] away -or- out -or- Get[ting][s] rid of -or- Fight[ing][s] -or- Stop[ing][s] viruses² -and/or- ³ -and/or- ⁴ [that [can] cause [the] [common] cold -and/or- flu] [on **insert use surface(s) from Table 2** -and/or- **insert surface materials(s) from Table 3** -and/or- in the -or- your **insert use site(s) from Table 2**] [areas] [since 1913 -and/or- for [more than -or- over] 100[+] years]]
- [This product] Removes [the] dirt -and/or- stains [you see] and [the] germs^{†1} [you don't] [see]
- [Triple action -or- 3-in-1] cleaning, whitening, disinfecting

Emerging Viral Pathogen Claims

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral categories:

- Enveloped viruses
- Large non-enveloped viruses
- Small non-enveloped viruses

<i>For an emerging virus that is a/an..</i>	<i>..follow the directions for use for the following organisms on the label:</i>
Enveloped virus	Canine Parvovirus To be listed only if Canine Parvovirus and Feline Parvovirus not on market label Feline Calicivirus (as surrogate for Norovirus) Feline Parvovirus To be listed only if Canine Parvovirus and Feline Parvovirus not on market label Rhinovirus Type 37
Large, non-enveloped virus	Canine Parvovirus To be listed only if Canine Parvovirus and Feline Parvovirus not on market label Feline Calicivirus (as surrogate for Norovirus) Feline Parvovirus To be listed only if Canine Parvovirus and Feline Parvovirus not on market label Rhinovirus Type 37
Small, non-enveloped virus	Canine Parvovirus To be listed only if Canine Parvovirus and Feline Parvovirus not on market label Feline Calicivirus (as surrogate for Norovirus) Feline Parvovirus To be listed only if Canine Parvovirus and Feline Parvovirus not on market label Rhinovirus Type 37

Product name -or- this product has demonstrated effectiveness against viruses similar to **insert name of emerging virus** on hard, nonporous surfaces. Therefore, **product name** -or- this product can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

Insert name of illness/outbreak is caused by **insert name of emerging virus**. **Product name** -or- this product kills similar viruses and therefore can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

General/Miscellaneous Claims

- 0% -or- No -or- Free of [artificial] dyes -and/or- phosphates -and/or- brighteners -and/or- fragrances
- [3-in-1 clean] [3x clean]: Cleans, whitens and removes stains
- Add this product to your detergent and get more pristine whites
- [2-in 1-solution] for cleaning and laundry [whitening]
- 100% recyclable bottle
- [A] powerful clean [you can feel good about]
- All-in-one cleaning and laundry whitening [solution -or- product -or- bleach]
- Also try Clorox 2® for Colors [Stain Remover & Color Brightener]
- Also try Clorox® Disinfecting Bleach [with CloroMAX™]
- Also try Clorox® Splash-less Bleach
- Also try Clorox® Scented Bleach
- Basic -and/or- Value Bleach
- Boosts Cold Water Cleaning -or- Washing Power Cleaning booster [even] in -or- on cold water washing [so that you don't need to wash in warm water, saving you money every year]
- Breaks down over time
- Brightens whites
- Clean and Fresh
- Cleans laundry
- Deep Cleans [for Less Cleaning]
- Deodorizer
- Easy to handle -and/or- use -and/or- carry -and/or- pour -and/or- store-and/or- control
- Essential [Bleach]
- Everyday Bleach -or- Clean
- Everything you need. Nothing you don't.
- Fights -or- Removes Stains -and/or- Dirt
- **For carton:** Carton made with **insert number%** recycled paperboard, minimum
- Free & Clear [of dyes -and/or- fragrances]
- Free from fragrances and dyes
- Generated -or- Made from salt, chlorine and water
- Gentle on surfaces[:] [**insert surface(s) from Table 1**] -and/or- **insert surface material(s) from Table 3**
- Great -and/or- Good -and/or- Excellent Value
- [Great For] Everyday Cleaning -and/or- Laundry [Bleach]
- [Great] for [the] schools -and/or- classrooms -and/or- work -and/or- [the] office
- Great -or- Everyday -or- Excellent Value
- Just -and/or- Simply Bleach -and/or- Clean
- Keep [Box] Upright
- Long Live Clean!
- Low Price
- No fragrances -or- fragrance free -or- unscented
- [Our] Classic [Bleach]
- Over a century of cleaning expertise
- Pure Clean -or- Bleach
- Remove[s] dirt
- Removes odors -or- deodorizes
- Removes stains **only refers to surfaces**
- Removes tough stains better than detergent alone
- Safe to -or- for use on **insert surface material(s) from Table 3**
- See how to use -or- [[Use your phone to] go here -and/or- scan[[the] tag -or- [this] code] to learn -or- get -or- see [more] uses-or- information [on how-to-use [this product]] -or- [how-to] tips-or- [how-to [-use]] videos] -or- Scan here [to learn how to use]-or- [to learn more] -or- [for simple -or- easy instructions] [(Datarates may apply)]
- Septic tank operation is not affected by regular home and farm use of this product.
- Simply Bleach -or- Clean
- Stains -or- Dirt gone. Odors gone.
- Standard Bleach -or- Clean
- Suitable -or- Great for most color[-]fast washables
- The bleach brand used by 30 -or- thirty million moms [since 1913 -and/or- for [more than -or- over] 100[+] years]
- [The confidence of a] Clorox® clean
- This packaging material contains at least **insert number%** post-consumer recycled paper.
- [This product,] a clean you can smell
- [This product,] essential for your disaster preparedness box -and/or- checklist
- [This product] Will not harm septic and waste water treatment systems [when used as directed]
- [This Side] Up -or- Down
- Traditional [Bleach -or- Clean]
- Top -or- Bottom of Box
- Up to your standards
- Versatile Cleaner
- [Versatile] Multi-purpose cleaner -or- bleach
- Whitens and Brightens [Laundry]
- Whitens and removes stains
- Whitens bleachable fabrics
- Whitens, brightens, cleans and deodorizes
- Works better with detergents for long-term whitening

Table 1 Use Surfaces

- Appliance exteriors
- [Bath]tubs
- Baby bottles
- [Behind -and/or- under] faucets^P
- [Behind -and/or- under] sinks^P
- Cabinets
- [Cat] litter boxes
- Ceramic -and/or- glazed tiles
- Changing tables
- [Children's] furniture
- Closets
- Counter[top]s
- Crib -and/or- bed frame surfaces
- Desks
- [Diaper] changing tables
- Diaper pails
- Doorknobs
- Drain boards
- Dressing carts
- Dryer [exteriors]
- Enameled cribs
- Faucets
- Filing -and/or- medicine cabinets
- Floors^P [around toilets]
- Garbage cans
- Garbage disposals⁵
- Hard, nonporous toys
- [High] chairs^P
- Light switch panels
- Microwave [exteriors]
- Painted cribs
- Patio furniture^P
- Pet bowls
- Pet toys
- Playpens
- Plastic cutting boards
- Plastic mattress covers -and/or- bumpers
- Plastic shower curtains
- Recycling bins
- Refrigerator [exteriors]
- Sealed driveways -and/or- walkways
-and/or- sidewalks
- [Shower] doors
- Sippy cups
- Stereo consoles
- Stove[top]s
- Strollers^P
- [Tele]phones
- [Toilet] -and/or- faucet -and/or- telephone
-and/or- dishwasher -and/or- cabinet
-and/or- door handles
- Toilet seats
- Toys^P
- Trash cans
- Trash compactors
- [Travel] mugs
- Walls^P
- Waste baskets
- Washer [exteriors]
- Work benches

Table 2 Use Sites^P

- Auto[mobile]s
- Bathroom -and/or-
locker room [facilities]
- Boats
- Campers
- Cars
- Classrooms
- Churches
- Household premises
- Damp storage areas
- Day care centers
- Dorm[itorie]s
- Garages
- Grocery stores
- Gym[nasium]s
- Health clubs
- Homes
- Hotels
- Kitchens
- Laundromats
- Lab[oratorie]s
- Laundry rooms
- Mobile homes
- Motels
- Nurseries
- Offices
- Pet areas
- [Pet] kennels
- Play areas
- Playgrounds
- Public facilities
- Recreational centers -and/or- facilities
- Restaurants
- Restrooms
- School buses
- Schools
- Shelters
- Showers
- Sick rooms
- Storage areas
- Supermarkets
- Work[places]

Table 3 Surface Materials

- | | | |
|--|--|--|
| <ul style="list-style-type: none">• Glass• Glazed porcelain• Glazed earthenware• Linoleum• Plastic | <ul style="list-style-type: none">• Plastic laminate• Sealed brick• Sealed granite• Sealed patio stone• Sealed stoneware | <ul style="list-style-type: none">• Sealed stucco• Stainless steel• Vinyl woodwork |
|--|--|--|

Footnotes

¹ This strain of Multi-drug resistant *Acinetobacter baumannii* has shown resistance to the following antibiotics: Aztreonam, Gentamicin, Trimethoprim/Sulfa

² **cold viruses 2 of the following** Human Coronavirus, Rhinovirus Type 37, Respiratory Syncytial Virus [(RSV)]

³ **flu viruses** 2009-H1N1 Influenza A Virus [(Novel H1N1)] -and/or- Influenza A Virus -and/or- Influenza B Virus

⁴ **cold and flu viruses must list 2 of the first 3 cold viruses** Human Coronavirus, Rhinovirus Type 37, Respiratory Syncytial Virus [(RSV)] and 2009-H1N1 Influenza A Virus [(Novel H1N1)] -and/or- Influenza A Virus -and/or- Influenza B Virus

⁵ for cleaning only

^P [on] hard, nonporous surfaces [of] [identified on this label]

^o made of hard, nonporous materials

[[±] Viruses]

[^{±±} Bloodborne Organisms]

[†] *Pseudomonas aeruginosa* [(*Pseudomonas*)], *Salmonella enterica* [(*Salmonella*)], *Staphylococcus aureus* [(*Staph*)], **insert a virus from the Organism table, as required for the qualified germs claim; then insert any other bacteria or virus desired from the Disinfection Organism Table**

Alternate Brand Names

Clorox® Basic Bleach
Clorox® Classic Bleach
Clorox® Original Bleach₁
Clorox® Value Bleach
Clorox® Simply Bleach
Clorox® Bleach₁
Clorox® Unscented Bleach₁
Clorox® Traditional Bleach

Clorox® Best Value Bleach
Clorox® Essential Bleach
Clorox® Just Bleach
Clorox® Everyday Bleach
Clorox® Standard Bleach
Clorox® Basic Care Bleach
Clorox® Simple Bleach
Clorox® Free & Clear Bleach